COKER'S SEED CATALOG

SPRING 1937

PHOTOGRAPHED IN EARLY JUNE

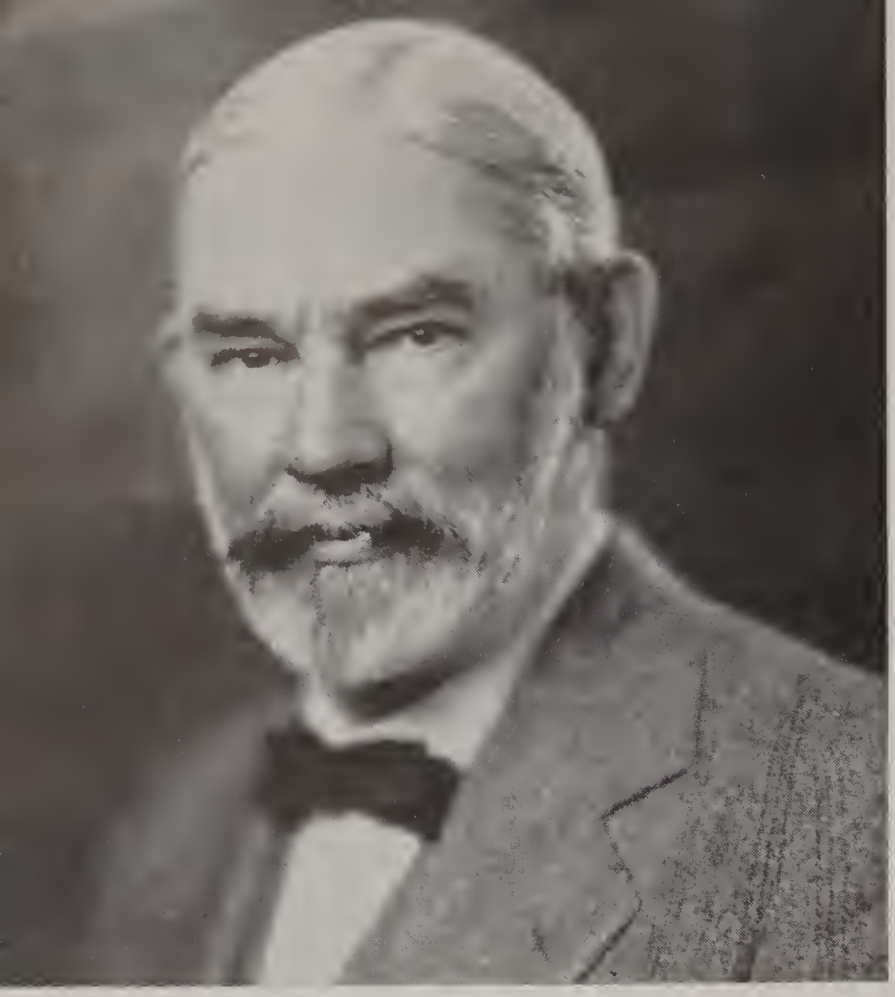
COKER'S PEDIGREED SEED
BLOOD WILL TELL

1. Modern dairy buildings house our pure-bred Guernsey herd.
2. Ample acreage is devoted to grazing fields.
3. Field of Garrick Sileage corn—average annual yields 18 to 20 tons per acre.
4. Improved variety of shatter-resistant soybeans (Coker 31-15) grown for forage and hay.
5. Eleven acre field of Coker-100 Cotton.
6. Main Cotton Variety Test. Each variety planted in three row plots and re-duplicated 4 times.
7. Five acre observation plot Coker-100 Cotton. Yield 821 lbs. lint per acre—average staple 1⅛".
8-9. Increase fields Coker-Clevewilt Strain 6 Cotton. Heavy yields, full 1 1/16" staple.

COKER'S PEDIGREED SEED CO.

DAVID R. COKER, President

HARTSVILLE, SOUTH CAROLINA



DAVID R. COKER, *Founder and President*
of Coker's Pedigreed Seed Company

COKER-100 has maximum yield as well as premium staple.

Does The Southern Farmer Need Us?

By DAVID R. COKER

The Southern farmer is our main client.

His profits are our main concern.

We have bred for him cottons that make him greater yields and longer staple than the old sorts.

They have made him millions of dollars and have greatly helped the southeastern cotton mills also.

We have given the Southern farmer smut-immune and highly cold-resistant oats that make very high yields and have very high feeding value.

We have bred for him a wheat which will make heavy yields from the Piedmont to tidewater, and enables him to produce his bread at home.

We have bred and distributed a bright tobacco that has already given him millions of extra dollars. Many customers have made above $400 per acre, and one as high as $800 with this variety.

These accomplishments and the many services which we offer the farmer without cost entitles us, we believe, to be considered indispensable in the economy of every farm in this region.

If you fail to use us and our work you are neglecting a big opportunity to add to your profits and to the comfort and satisfaction of your family.

Don't fail to read every word in this catalog and then come to see us at least twice a year.

David R. Coker

TABLE OF CONTENTS

Price List and Order Blank
1937 Season

Date.....1937

Name.....SHIP BY FREIGHT ( )

Address.....R. F. D., No.....EXPRESS ( )

Ship Seed To.....Shipping Date..... PARCEL POST ( )

No. Bags	Variety	Price Per Bag 100 lbs.	Price Per Ton 20 Bags	Amount	
	Coker 100	$12.50	$200.00		
	Farm Relief Strain 4	10.00	190.00		
	Farm Relief Strain 3	5.00	95.00		
	Clevewilt Strain 5	7.50	140.00		
	Coker-Cleveland 5 Strain 7	6.00	110.00		
	Coker-Wilds Strain 8	10.00	190.00		
	Coker-Wilds Strain 7	7.00	130.00		
	Coker Wilds Semi-Wilt Str. 2	10.00	190.00		
	Coker-Foster Strain 4	5.00	95.00		
	TOTAL				

All cottonseed bagged in 100-lb. bags. Shipments made direct from Hartsville and freight equalized with Memphis, Tenn., or Atlanta, Ga., whichever is nearest you. Coker 100 shipped from Hartsville, S. C., or Leland, Miss.

COKER'S PEDIGREED SEED COMPANY

David R. Coker, Pres.
Hartsville, S. C.

From.....

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PUT STAMP HERE

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS

DAVID R. COKER, President

HARTSVILLE, S. C.

COKER-100

A FULL 1⅛" COTTON WITH MAXIMUM PRODUCTION

Five years ago the majority of the cotton mills of the South were using mostly 15/16" to 1 1/32" cotton. Recently many mills have stepped up their requirements to full 1 1/16" to 1⅛". The demand for 1⅛" cotton is now very great, is rapidly increasing, and the supply from the 1936 crop is practically exhausted.

A COTTON FOR FARMER AND MILL

Coker-100 will meet the mills' demand for longer and better cotton and the farmers' demand for more pounds and more dollars per acre.

TESTED THROUGHOUT SOUTH

Coker-100 has been thoroughly tested throughout the Eastern and Middle South during the past two years and has made an exceptional record for pounds, staple and quality. Our entire crop of **Coker-100** here this fall averaged 661 lbs. lint per acre and part of it was planted as late as June 18th.

BETTER THAN $10.00 PER BALE PREMIUM

Most of our **Coker-100** cotton for the past two years has pulled good 1⅛" staple and sold for $10.00 to $15.00 per bale premium over short cotton.

Coker-100 picks out early—nearly a bale per acre picked out from our early planted crop by September 1st. A crop planted here June 12th yielded 672 lbs. lint per acre. It makes fast and opens quick.

Weed is semi-dwarf—best we have ever offered for medium fertile to very rich soils **Not Infested With Wilt.** Small leaves, open type plant. Bolls fluff nicely and pick easily. Storm-resistant.

An Acute Shortage of 1⅛" Cotton

Although the 1936 crop has provided much more of this length than the 1935 crop, 1⅛" cotton is very scarce and is bringing a big premium over shorter lengths. This shortage is due to a rapidly increasing demand caused by improved machinery which American mills are introducing. In our judgment the demand will be greater next year than this year and we believe that farmers who grow a good quality of 1⅛" will reap a rich harvest.

Our **Coker-100** usually makes this length, and besides is the most productive cotton for good land not infested with wilt.

PRICES: $5.00 per bushel, $12.50 per 100-lb. bag, $200.00 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.

Photo Below—Messrs. D. R. Coker and J. F. Clyburn inspecting a field of April planted COKER-100. Final Yield 821 lbs. lint per acre, average staple 1⅛".

Coker 100 PROVES Its Worth In Many Sections

Prominent Cotton Factor Reports . . .

"We planted a trial plot of **Coker-100** in 1936. The bolls are large and easy to pick. It is a very early variety—we planted May 11th and had bloom July 1st. You have in this cotton a variety of exceptional merit."

DILLARD & COFFIN,
Dec. 22, 1936. Memphis, Tenn.

Well Known Banker and Planter Says . . .

"My test plot of **Coker-100** cotton last season was very satisfactory . . . picked slightly more than 3,000 lbs. seed cotton from one acre."

SAM E. RAGLAND,
First National Bank,
Dec. 22, 1936. Memphis, Tenn.

Stands First in S. C. Tests at Florence and Clemson

In the Pee Dee Experiment Station Test at Florence, S. C., in 1935, **Coker-100** led the test of 31 varieties with a yield of 1809.5 lbs. seed cotton—picking out 1171.7 lbs. by August 20th. In the Clemson College Test it led in both pounds of seed cotton and money value per acre.

Leads N. C. Tests . . .

In Tests conducted by N. C. Experiment Station at Statesville, Goldsboro, Woodville and Woodard, in 1935, **Coker-100** (breeding No. 33-12) led all varieties with an average yield of 633 lbs. lint per acre, classed 1 $\frac{3}{32}$" and turned out 38.7% lint.

Mississippi Banker and Planter Reports . . .

"Your **Coker-100** has proved satisfactory. Does not fall out of bolls during late storms like the Delfos varieties. Will increase our acreage in this cotton materially the coming season."

E. L. ANDERSON,
King & Anderson, Inc.,
Dec. 24, 1936. Clarksdale, Miss.

A Fine Showing in the Delta . . .

"With very little rain after July 3rd, a crop of 1135 acres at Tribbett, Miss., produced 1335 500-lb. bales, averaging slightly less than 1$\frac{1}{8}$" staple. The first thousand bales ginned turned out **35.8%** lint and the entire crop sold for more than 200 points premium."

B. R. ("Uncle Bob") Smith Reports on Test . . .

"I think **Coker-100** is a wonderful cotton. My small test plot yielded at the rate of 865 lbs. lint per acre, with hardly a stalk of cotton up before June 15th."

B. R. SMITH,
Dec. 1, 1936. Johnston, S. C.

Shows Up Well in Georgia . . .

Coker-100 ranked first in the 1935 Georgia Variety Test at Athens over thirty-six other varieties with a yield of 2107 lbs. seed cotton per acre.

Here's how FARM RELIEF makes cotton—long fruiting branches with large bolls closely set. Starts from the ground up.

Our Longest and Best Farm Relief

For More Cotton, More Dollars, More Relief

In each succeeding strain, **Farm Relief** has answered the demands of growers, cotton buyers and mill men with greater and greater efficiency.

Farm Relief Strain 4 (of which we distributed a few seed last year) has surpassed all previous strains, however, in "making money." In **Strain 4** we have not only maintained at peak perfection those qualities which have made **Farm Relief** the most popular $1\frac{1}{16}$" non-wilt cotton in the Southeast, but have increased its average staple by $\frac{1}{32}$" and increased its yield.

Strain 4 is also a more "rugged" **Farm Relief**—better standing adverse weather conditions. It is also more uniform in plant and fiber.

In other characteristics, it is typically **Farm Relief** . . . Thin-foliaged, Extremely Early, 39 to 41% Lint Turnout, Big Boll, $1\frac{1}{16}$" or longer under good conditions. Boll holds pear shape on opening . . . combining ease of picking and storm resistance.

Last year we had to disappoint hundreds of growers who ordered after our supply of **Farm Relief** seed was sold out. Don't wait this year. Order Now. We will book your order now and ship whenever you wish.

High Germination—Double Tested

Our **Farm Relief Strain 4** seed this year is showing high and strong germination. While our germination standard is 80%, most of the **Farm Relief 4** seed we sell this year will average between 85 and 95% in germination.

PRICES: $10.00 per 100-lb. bag, $190.00 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.

HOW GROWING CONDITIONS AFFECT YOUR COTTON

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or **POOR CONDITIONS** will result in a shorter staple, reduced yields and smaller bolls—no matter what variety is planted.

Because of our recent discovery of two new and very deadly types of cotton wilt (which raises the presumption that there may be other types yet undiscovered), we can make no guarantee as to the performance of our wilt-resistant cottons on wilt-infested soils.

COTTON WILT

A NATIONAL PROBLEM

By GEORGE J. WILDS, *Director of Plant Breeding*

A FEW years back cotton wilt was thought to be the problem of only a few unfortunate growers in limited sections. Year by year wilt has spread until today there are few farms in the Coastal Plain area of the cotton belt that have not been invaded by this pest. Nor is it limited to the Coastal Plains, but is spreading to many sections of the Piedmont and Delta regions. It is no longer a local but a south-wide problem. At the present rate of increase, within a few years, none but wilt-resistant cottons can be profitably grown in most regions.

Problem Complicated by New Biologic Forms of Wilt (Fusarium Vasinfectum)

We have discovered in recent years that there are at least three biologic forms of wilt and have strong evidence pointing to a fourth. A cotton may be resistant to one or two of these forms and susceptible to the third. There are probably other forms that will later be discovered. The problem of wilt breeding in sections where cottons are continuously planted on wilt lands may soon compare with that of breeding for rust resistance in cereals.

Prior to 1931 we foresaw what the breeders of wilt cottons were probably faced with. In our 1931 Spring Catalog, bottom of page 26, the writer stated:

> **"We have noted further that all wilt-resistant cottons do not hold up equally well when tested on wilt soils in different sections of the Coastal Plain. This indicates that we may have different biologic forms of Fusarium wilt, the same as we have in oat smuts and wheat rusts."**

And in our 1935 Spring Catalog in an article on New Biologic Forms of Wilt, page 15:

> **"Most breeders of wilt cotton have within the past few years received occasional complaints from purchasers about their cotton wilting. We know of at least one instance where suit was brought. These cases have been investigated and as there was root knot or nematode damage it has been attributed to this. This was hard to understand. We have plenty of nematode present in all our wilt-breeding plots and yet these cottons usually go through almost 100% there. We decided that 'no cotton would stand up under heavy infestation of both wilt and nematode.'**

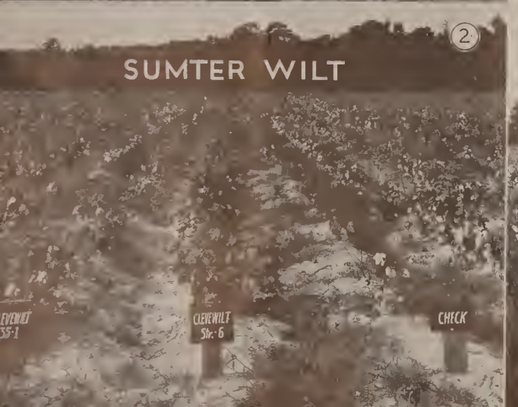
(Continued on inside page)

This field was selected for one of our Wilt Breeding and Test Plots.

"Our eyes were opened in 1932. In 1931 we had a complaint from Manning, S. C., our Clevewilt Strain 1 was wilting. We investigated. In sections of the field 95% of the plants were wilted, yet there was no evidence of nematode. We decided it must be a new biologic form of fusarium wilt. The worst wilt section of this field was marked out and in 1932 a variety test was planted. This test included all our wilt strains, Dixie and three Dixie Triumph strains. Much to our chagrin all died badly, but some plants survived. These were selected and put in plant to rows in 1933 at Sumter, where Mr. Paul Bowman had had a similar experience with another highly resistant variety (not ours). That year many of these plant progenies coming from plants selected at Manning (all from strains previously highly resistant at Hartsville) died at Sumter.

"In addition, at Sumter in 1933 and 1931 we planted two or more sets of our main wilt and new strain test. These included ten Cooks, four Dixie Triumphs, Dixie, and many Clevewilts and new hybrid strains. Differences in resistance on the two plots was marked, some died in Sumter, and held up in Hartsville, others held up in Sumter and died at Hartsville."

The results of these 1933 and 1934 duplicate tests at Sumter and at Hartsville indicated the Sumter wilt to be different, a third form—differing from both the Hartsville and Marning types. We were unable to secure a wilt test plot at Manning in 1934, but conducted duplicate tests in the three places during 1935 and 1936.



Photographs 1, 2 and 3—Show the different reactions of Clevewilt 6 and Clevewilt 35-1 to Hartsville, Sumter and Manning wilts

In 1935 this test included 148 wilt-resistant varieties and strains with 37 check plots, giving a total of 185 plots. Two sets of this were planted in each place. The behavior of certain of these wilt varieties was distinctly different on the three plots. From our 1935 test results, all of our best wilt-resistant strains that gave most promise of high resistance to all forms were selected for further test and increase.

Our 1936 test included all of these plus our standard commercial varieties. In addition a few were planted as indicators of the various wilts. This test included 27 wilt varieties and strains and in addition, every third plot was planted in a susceptible variety as a check. This test was repeated ten times in each place to try and offset irregularities in wilt infestation. A heavy uniform wilt infestation is almost impossible to secure and the degree of wilt damage will vary in the different sets. However, the relative differences in susceptibility or resistance of certain wilt varieties to the Hartsville, Sumter and Manuing wilts were the same in 1935 and 1936 tests.

Cumulative Evidence

Thus all cumulative evidence points definitely to the existence of different Biological forms of Fusarium Vasinfectum.

That these differ in their effect on different cottons bred for wilt-resistance and can be identified by these reactions, as shown by photographs 1-8 taken of the same groups of cottons in the several plots.

Photographs 4 and 5—Show two Clevewilt cottons. Both resistant to Hartsville wilt—one *susceptible* to Sumter wilt and the other *resistant* to Sumter wilt.

In photographs 1, 2, and 3 note:

Clevewilt strain 6 (one newest and highest producing wilt cotton) very resistant to the Hartsville and Sumter wilts, and somewhat susceptible to the Manning wilt. Clevewilt 35-1, highly susceptible to the Hartsville and Sumter wilts and only slightly less susceptible to Manning than Clevewilt 6. On plot photographed at Manning, Clevewilt 6 produced 664 pounds of seed cotton to the acre and Clevewilt 35-1 produced 274 pounds to the acre. On the entire test of ten sets at Manning, Clevewilt 6, however, averaged 818 pounds and Clevewilt 35-1 averaged 271 pounds per acre. On the nine sets not photographed, wilt infestation was lighter.

In photographs 1 and 5 note:

Clevewilt 34-10, highly resistant to Hartsville wilt and susceptible to Sumter wilt. On the Hartsville plot of ten sets, Clevewilt 34-10 averaged 1326 pounds of seed cotton per acre and Clevewilt strain 5 averaged 1556 pounds per acre. On the ten sets at Sumter, Clevewilt 34-10 averaged 312 pounds and Clevewilt 5 averaged 810 pounds, and on the plot photographed, Clevewilt 34-10 produced 305 pounds and Clevewilt 5 produced 757 pounds. Clevewilt 34-10 was planted as a Sumter indicator.

In photographs 6, 7 and 8 note:

Catch All 35-50 (a segregate from a Clevewilt Dixie Triumph cross) resistant to Hartsville, susceptible to Sumter and highly resistant to Manning wilt.

Note especially the difference between 35-50 in the Sumter and Manning plots.

At Sumter the stand is broken by wilt and the remaining plants are dwarfed, showing every evidence of susceptibility and wilt damage.

At Manning the stand is good, plant growth vigorous and shows every evidence of resistance.

In fact 35-50 shows the highest resistance to the Manning wilt of any cotton tested, and led the test in yield.

LABORATORY TESTS INADEQUATE

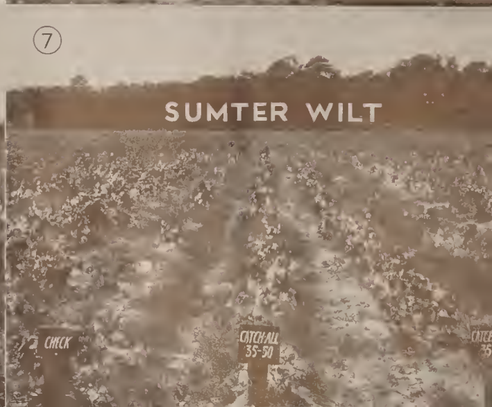
In 1933 we were fortunate in securing for six months the services of Dr. F. H. Hornburg, formerly of the University of Tennessee Experiment Station, a highly trained plant pathologist. He devoted his entire time to making pure cultures from wilt plants of the different varieties grown in the various test plots near Manning, Sumter, Hartsville and elsewhere. We hoped to find some differences in the growth and development of the various forms of wilt that would enable us to identify them. All the different types described by Dr. Geo. H. Armstrong of Clemson College were found by Dr. Hornburg in the Hartsville plot, on which all of our standard wilt varieties of cotton held up practically 100%. Therefore, we decided that the biologic forms of cotton wilt would have to be identified by their different reactions on certain varieties of cotton in the field.

RESISTANCE OR TOLERANCE, NOT IMMUNITY

In all our experience in breeding and experimenting with wilt cottons we have yet to find a single upland variety that is immune to wilt. The old system of cutting all plants and counting as wilt-resistant only those that showed no discoloration of the xylem tissues, is wrong in the opinion of the writer. The chances are that the only reason some of these did not show a discoloration is that they luckily escaped. Late in the season when the crop is mature but the plant is still green, in our worst wilt-infested plots, many plants, even of our most wilt-resistant and productive strains, show this discoloration.

We, as breeders, are interested only in the cottons that will make the most and best cotton under wilt conditions. Whether it be tolerance, resistance or immunity that enables it to do so is immaterial from a practical standpoint. In our work and in our records, if a plant makes a normal growth and a full crop on badly infested wilt land, it is counted as a resistant. In our worst wilt plots, as shown by the accompanying photographs, there is not much doubt as to those plants that should be counted as susceptible.

Photographs 6, 7, and 8—Show Catch All 35-50 growing in Hartsville, Sumter and Manning wilt plots. Note resistance to Hartsville type susceptibility to Sumter type and high degree of resistance to Manning type.



WILDS 8—Our answer to the Delta's demand for a small-growing, early, extra long staple cotton.

COKER-WILDS STRAIN 8

Coker Wilds 8, in our opinion, is the longest and best upland, staple cotton ever bred. It has qualities that we have long strived to combine in one variety.

It is ideal in type of growth, dwarfed, determinate, flat-topped, open thin foliage with 1 to 3 vegetative branches and well spaced fruiting branches. Very similar in type to Coker 100 and Coker Cleveland 884. It is our answer to the Delta's demand for a dwarf, small growing Wilds cotton.

It is the earliest maturing of all Wilds strains and has large bolls, 60 to 67 to the pound.

The bolls open wide, fluff beautifully, yet are storm resistant.

It looks like and is often mistaken for a short cotton. No long cotton fluffs, picks, or handles so well.

It is very productive. Fifty-one acres on our Upper Farm this past year produced an average of 584 pounds of lint per acre and was sold at above a 20-cent average.

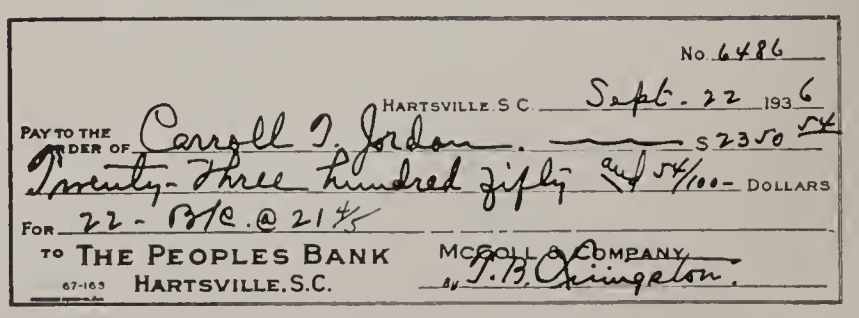
Its crowning qualities, however, are its extremely long, (1¼—1½), uniform, strong, silky staple. So good that it is being used as a substitute for Egyptian Sakellarides and is giving better results.

It handles and gins beautifully on our saw gins. Our expert ginner tells us that he can do more with Wilds 8 than with any other variety by properly drying, fluffing and adjusting rolls, or in other words, intelligently handling. Samples of ten bales of this cotton were sent to Dr. R. W. Webb, Bureau of Agricultural Economics for Classing and all were given "A" preparation.

The type and excellent qualities of Wilds 8 make it suitable for planting in all sections of the belt where there is no wilt. Some of these seed should be secured by all those who are familiar with and who take pride in the growing and handling of superior quality long cotton but only by such growers. It is too good not to be handled properly.

Wilds 8 netted us more money per acre in 1936 than any other variety. It led our 1935 main cotton variety test in value of seed and lint per acre and ranked second in the 1936 test.

PRICES: $10.00 per 100-lb. bag, $190.00 per ton, f.o.b. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.


No. 6486

HARTSVILLE S C. Sept. 22 1936

PAY TO THE ORDER OF Carroll T. Jordan $233.50

Twenty-Three hundred fifty and 50/100- DOLLARS

FOR 22 - Bls. @ 21⅗

TO THE PEOPLES BANK
HARTSVILLE, S.C.
67-163

McCOLL & COMPANY
by T. B. Livingston

This check was paid one of our growers for a 22-bale lot of Wilds 8 cotton—21⅗¢ per pound. His 70 acres produced 35,587 lbs. lint (over 71 500-lb. bales) which sold for an average of better than 21¢ per pound.

VARIETIES FOR GENERAL PLANTING AT REDUCED PRICES

FARM RELIEF STRAIN 3

Combines High Turnout and High Yield

Farm Relief Strain 3 is a remarkable cotton, averaging about 2% higher turnout than Farm Relief 1 and 2. The foliage is very thin exposing its big round ovate bolls which run around 60 to the pound. Staple, full 1 1/16" under good conditions. It is the parent of our Farm Relief Strain 4.

PRICES: $5.00 per 100-lb. bag, $95.00 per ton.

COKER-CLEVELAND 5 STRAIN 7

Coker-Cleveland 5 (usually called "Coker 5") has won more cotton growing contests than any other variety that we know anything about. It has won every first prize (and a majority of the other prizes) in every South Carolina Five-Acre Cotton contest prior to 1935. Coker-Cleveland 5 is dependable, makes a good 1 1/16" staple and from 37% to 40% lint under fair conditions. Its plant is of spreading type and is hardy and vigorous. Fruiting branches are evenly distributed and well spaced, it makes cotton from the ground up. Strain 7 is the best of the Coker-Cleveland 5 strains.

PRICES: $6.00 per 100-lb. bag, $110.00 per ton.

COKER-WILDS SEMI-WILT STRAIN 2

Coker-Wilds Semi-Wilt Strain 2 is a decided improvement on Strain 1, having bigger, rounder bolls, and averaging 2½% higher lint turnout. It makes a semi-dwarf stalk, fluffs out like short cotton and gins nicely. It is extremely early—staple 1¼" to 1 5/16" under good conditions.

PRICES: $10.00 per 100-lb. bag, $190.00 per ton.

COKER-WILDS STRAIN 7

Wilds No. 7 bred from our Strain 4 is longer and more productive than its parent. It yields as well as most short varieties, bolls fluff out beautifully and are easy to pick. It fruits quickly. We consider Wilds No. 7 most valuable of all Wilds strains except Wilds No. 8.

PRICES: $7.00 per 100-lb. bag, $130.00 per ton.

COKER-FOSTER STRAIN 4

An extra early, thin foliaged, small weed variety of 1 3/16" staple. Fruits quickly, easy to pick, storm resistant.

PRICES: $5.00 per 100-lb. bag, $95.00 per ton.
Standard germination.

All these seed (except Wilds Semi-Wilt 2, which were produced in 1936) carried over from 1935 crop, thoroughly cured out and retested. Stocks limited.

WRITE FOR SPECIAL QUANTITY DISCOUNTS

AN OUTSTANDING GUERNSEY HERD

(Federal Accredited Guernsey Herd No. 40718)

By J. F. CLYBURN

Our herd is rich in the blood of May Rose through the blood of Langwater Cavalier and his son Grape Lawn May King. From this foundation we have bred up a great herd of producing and reproducing cattle. We have had four national class leaders in our herd, three of which are shown below. Here are a number of other cows and their records:

Helen Gould of Coker Farms—
11,755.0 lbs. of milk,
657.2 lbs. of fat, in Class EE.
12,856.8 lbs. of milk,
706.3 lbs. of fat, in Class A.
14,203.3 lbs. of milk,
754.4 lbs. of fat, in Class A.

Her daughter, Coker Queen of Glory—
15,339.9 lbs. of milk,
804.7 lbs. of fat, in Class AA.

Queen of Glory has three daughters with the following records:

Coker Gloria Rose—
10,803.3 lbs. of milk,
602.2 lbs. of fat, in Class G.

Coker Queen Helen—
12,030.3 lbs. of milk,
697.2 lbs. of fat, in Class E.

Coker Silver Queen—
10,338.4 lbs. of milk,
588.5 lbs. of fat, in Class GG.

We are now in position to supply our customers with both males and females for their foundation stock from a herd negative to blood tests for contageous abortion and Tuberculosis.

For a number of years we have been accredited by Golden Guernsey, Inc., to use their nationally known trademark on our milk. Our Dairy and herd are regularly inspected by their representative and has consistently scored high marks, our average since 1934 being 98.7%. In 1934 we scored 100%, being the first Dairy in the U. S. to receive such distinction from the American Guernsey Cattle Club.

Three of our good matrons, *reading from bottom to top*—Coker Golden Carnation, formerly world's record in CCC, now stands in fourth place of the breed; Sterlingworth Zada, formerly class leader in BB; Sweet Violet of Coker Farms, formerly in fourth place in AAA.

OUR AIMS, OUR WORK AND OUR RESULTS.

By David R. Coker

THE main purpose for which Coker's Pedigreed Seed Company was organized and is operated is the improvement of Southern agriculture. During several intervals, one of six years' duration, we sustained heavy losses but went steadily along without sacrificing our scientific or social ideals. Everything seems now to indicate that we are so firmly established with the scientific world and in the confidence of our very large line of customers that we will be able to continually broaden our work and, from year to year, make it more and more useful for the upbuilding of the South.

Plant breeding and other scientific experimentation covering a very wide field, are necessarily incident to our work. Through them we are constantly discovering and proving the superior value of new plant families which produce high yields and better quality and which, therefore, add profits and comfort to the farmers' operations. Our experimental work also enables us to discover better and more economical methods of soil management, fertilization, cultivation and the preparation and handling of crops.

What we learn from our scientific operations is the property of our customers for their asking. Our organization is now regarded by many of the scientists and educators of the south as an educational institution which is contributing very materially to the knowledge and practical results of agriculture. We wish all of our customers to use us in this capacity. We are organized to take care of many thousands of visitors each season, show them through our scientific breeding and experimental work and discuss their agricultural problems with them. We are far from knowing all that is to be learned about agriculture, but we have learned some interesting and valuable things which will aid the farmers of the South in their work, and that we will be glad to demonstrate to you or tell you about if you will visit us in season.

Our grain breeding work which usually consists of around 15,000 plant-to-rows and head-to-rows, besides several acres of small increase and test plots, is one of the most interesting and practical scientific projects to be seen anywhere in the world. It can usually be viewed to best advantage during late April or May. The contributions which our grain breeding has already made to Southern agriculture in new and more productive strains of oats of high cold and smut-resistance and of a new and superior wheat, especially adapted to the coastal plain, are already widely known and utilized. Many new strains of both oats and wheat, some of great potential value, the results of crosses with foreign strains high in rust-resistance, are in process of testing and increase.

I will not discuss here our very extensive cotton and tobacco work and its results except to call attention to the undoubted fact that it has improved the quality, yield and money value of these crops over wide areas and has added comfort and satisfaction to many a Southern home.

Visitors are Welcomed at Coker Farms

1. Photo taken July 12. Note heavy early bloom and dwarf flat top stalk of Coker 100.

2. This field of Coker 100 produced 672 lbs. 1⅛" cotton per acre, in spite of late stand, (June 18).

3. On this flower of delicate beauty and artistic symmetry depends the economic well-being of many millions of southerners.

4. May 20th was one of the high spots of our 1936 visitors' season when we were hosts to the entire South Carolina Extension force.

5. W. A. Edwards shown in section of Mississippi Delta field of 1135 acres of Coker 100 which produced 1335 500-weight bales.

6. Little darkies appreciate the picking qualities of Coker 100.

7. Gin days are happy days with Coker 100 cotton. This smiling group of croppers averaged nearly a bale and a half per acre.